

IMPORTANT SAFETY RECALL

SUGGESTED DEALER LETTER

Place on Company Letter Head

Month & Date, 2014

Dear Dealer:

This notice is sent to you in accordance with the requirements of the National Traffic and Motor Vehicle Safety Act.

TBC Corporation and Cooper Tire & Rubber Company have determined cided that a non-compliance which relates to motor vehicle safety exists in all tires identified as follows:

Product Name	Size	DOT Serial Number	Brand
Wild Country Radial XTX Sport	265/65R18	UT C8 T5C 2214 thru 2514	TBC

Cooper Tire & Rubber Company has determined that the affected tires fail to comply with the requirements of 49 CFR 571.139 S6.3.2.(a) Tire Endurance. At various distances during the specified endurance test, the subject tires may develop and exhibit cracking and broken ply cords in the lower sidewall on the intended outboard side (white sidewall side) above the rim edge. The existence of the condition in the subject tires could cause them to experience loss of air pressure. This condition may increase the risk of tire failure and a vehicle crash.

Cooper Tire & Rubber Company and TBC Corporation are recalling all of the tires with the identification number(s) above. Effective immediately, you or your dealers must not sell any of the tires listed and described above.

You should also comply with the following instructions regarding the return of new and used recall tires at no charge in accordance with such provisions.

PROCEDURE FOR RETURN AND CREDIT OF RECALLED TIRES

NEW TIRES:

All recalled new tires existing in your inventory, or in your sub-dealers' inventories, should be returned immediately in one shipment, freight collect to the designated inspection point for your area as indicated on the attached map. To assure proper handling, these tires should be listed on the enclosed standard Tire & Tube Claim Form. In order to expedite the sorting and crediting process, please use a crayon and write the words, "New Recall" on the sidewall of the tire and on the Claim Form.

Upon verification by Cooper Tire that the tires returned are within the recall group, we will issue credit to you based upon your last invoice price of the tires.

USED TIRES:

TBC Corporation's registration records are being searched and consumers who have purchased tires with the subject identification number(s) are being notified of the RECALL. Attached for your information is a copy of the notification being sent to such consumers. Tires removed from consumer vehicles as a result of this RECALL should be replaced with tires of like size and construction bearing identification numbers other than those listed above.

We have advised the consumer to return his recalled tire(s) and his letter to you. If your inspection verifies that the consumer has a tire(s) with the suspect identification number, the tire(s) should be replaced, mounted and balanced at no charge, if presented for remedy within sixty (60) days after (i) receipt of this letter or (ii) notice that a replacement tire(s) is available (if not available at the time of the inspection). It is expected that replacement tire(s) will be available at the time of inspection. However, if the tires are not available at the time of inspection, they will be available within twenty-one (21) days. After expiration of the sixty (60) days, tires will be replaced under our normal adjustment policy.

We have advised the consumer that it will take approximately thirty (30) minutes each to replace the recalled tires. For any tires removed from consumer vehicles during such sixty (60) day period, we will authorize an allowance of \$17.50 per tire to cover mounting and balancing.

“YOU ARE PROHIBITED BY FEDERAL LAW FROM SELLING NEW OR USED TIRES COVERED BY THIS NOTIFICATION.”

Tires removed from consumer vehicles must be listed on our standard Tire and Tube Claim Form. The Claim Form must be properly completed and signed by the consumer and the consumer's copy of the recall letter attached.

For the purpose of the RECALL, the Claim Form must include RECALL tires only. The word "RECALL" must be printed directly below the name and address on the claim form. All tires should be identified in crayon with the Claim Form reference number per standard adjustment procedures. Also, please write the words, "Used Recall" on the sidewall of the tire.

Upon verification by Cooper Tire, credit will be issued to you on a no charge replacement basis if replaced by you and returned to Cooper on or before ninety (90) days after notice of this RECALL.

All Claim Forms for both "New Recall" and "Used Recall" tire(s) should be mailed to Cooper Tire & Rubber Company using the standard tire adjustment procedures. Please mail the claim forms one to two days before shipping the tires. Remember: DO NOT ship the Claim Forms with the tires.

You should return in one shipment all recalled new and used tires to the inspection point as indicated on the attached map. These tires should be classified as SCRAP and shipped as SCRAP RUBBER TIRES, freight collect. Freight collect privileges apply only within the

prescribed time period. Any tires returned after the designated time will be handled under our regular tire adjustment procedures.

TBC Corporation requests that you advise it of those customers of yours, if any, who have purchased any of the tires described above for which registration forms have not previously been submitted so that such customers can be advised of the recall and the replacement of their recalled tires can be scheduled.

We certainly apologize for any inconvenience this may cause you. If you have any questions pertaining to the implementation of this RECALL or need assistance, please contact TBC Corporation Quality Assurance Department at 800-739-7698.

Sincerely,

Place Name

Attachments